

REP HEADLINE# 6183753 TRF# 321742  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$



REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

SEP4/12 12.17  
\*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA

REP. # OFF. # 18 SALESMAN #

AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP

SALES PRSN WA- CHERYL BLAIR

DELAWARE, OH 43015

ORDER # CONTRACT # 6183753

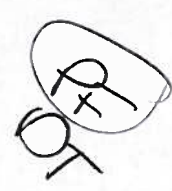
CLASS: NATL. LOCAL REGIONAL

PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP4/12 12.17

REP: TO NSM/NSA  
FR LINDSEY FOR CHERYL  
M2 OK  
TTLS \$106,500  
PLEASE CONFIRM, THANKS!



STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
57	S		1135P-1205A	30		\$1,700.00	10/7	10/7	0		SUN	0
57	S		1135P-1205A	30		\$1,700.00	10/21	10/21	0		SUN	0
57	S		1135P-1205A	30		\$1,700.00	10/28	10/28	0		SUN	0
57	S		1135P-1205A	30		\$1,700.00	11/4	11/4	0		SUN	0

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2409

PROGRAM : NEWS

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ORDER WORKSHEET HARRIS REPORT FROM REP SEP4/12 12.17  
\*\*\*CHANGES\*\*\* \*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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60	A		1130A-1235A	30		\$1,700.00	10/7	10/7	1		SUN	1
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PROGRAM : NEWS  
ORD COM1 : TIME CHG  
ORD COM2 : SPTS ARE BOOKED- THX JEN  
THIS IS A MAKE-GOOD FOR OCT7 ON LINE-57 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT21 ON LINE-57 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-57 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR NOV4 ON LINE-57 FOR 1 SPOT/WK

61	A		1130A-1235A	30		\$1,700.00	10/21	10/21	1		SUN	1
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PROGRAM : NEWS  
ORD COM1 : TIME CHG  
ORD COM2 : SPTS ARE BOOKED- THX JEN  
PART OF A MAKEGOOD MADE UP OF LINES 60-63

62	A		1130A-1235A	30		\$1,700.00	10/28	10/28	1		SUN	1
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PROGRAM : NEWS  
ORD COM1 : TIME CHG  
ORD COM2 : SPTS ARE BOOKED- THX JEN  
PART OF A MAKEGOOD MADE UP OF LINES 60-63

63	A		1130A-1235A	30		\$1,700.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS  
ORD COM1 : TIME CHG  
ORD COM2 : SPTS ARE BOOKED- THX JEN  
PART OF A MAKEGOOD MADE UP OF LINES 60-63

STATION MAKEGOOD OFFERS:  
M2 OK'D BUY#57 MISSED: SUN/1135P-1205A (AUG30/12)

SUN/1135P-1205A OCT7 30S \$1,700.00  
SUN/1135P-1205A OCT21 30S \$1,700.00  
SUN/1135P-1205A OCT28 30S \$1,700.00  
SUN/1135P-1205A NOV4 30S \$1,700.00  
OFFER: SUN/1130A-1235A OCT7 30S \$1,700.00  
& SUN/1130A-1235A OCT21 30S \$1,700.00  
& SUN/1130A-1235A OCT28 30S \$1,700.00  
& SUN/1130A-1235A NOV4 30S \$1,700.00

PLS ADVISE.

CMT: TIME CHG  
CMT: SPTS ARE BOOKED- THX JEN

OCT/12 69100.00 NOV/12 37400.00

CONTRACT TOTAL 106500.00  
TOTAL SPOTS 124

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ORDER WORKSHEET HARRIS REPORT FROM REP SEP4/12 12.17  
\*\*\*CHANGES\*\*\* \*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$342,403 WPXI 26% KDKA 34% WTAE 25% WPGH 13% CABL 0% WPCW 2% WPMY 0%  
SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP: TEL# 215-564-1206 FAX# 215 564 1103  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG30/12 15.32  
REP HEADLINE# 6183753 TRF# 321742 \*\*\* WPXI-TV \*\*\*  
\$\$\$ MOD# 0: APPROVED REV #3 \$\$\$

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA REP. # OFF. # 18 SALESMAN #  
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE  
7669 STAGERS LOOP SALES PRSN WA- CHERYL BLAIR  
DELAWARE, OH 43015  
ORDER # CONTRACT # 6183753 CLASS: NATL. LOCAL REGIONAL  
PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT1/12 NOV6/12 WK-6  
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG30/12 15.32

REP: TO JEN  
FR CHERYL  
RVSD LINE 35'S TP  
TTL SAME  
PLS CNF THANKS

STA: CXL M1. ALREADY COMPLETED  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

STATION MAKEGOOD OFFERS:  
M2 UNRESL BUY#57 MISSED: SUN/1135P-1205A OCT7 30S \$1,700.00 (AUG30/12)  
SUN/1135P-1205A OCT21 30S \$1,700.00  
SUN/1135P-1205A OCT28 30S \$1,700.00  
SUN/1135P-1205A NOV4 30S \$1,700.00  
OFFER: SUN/1130A-1235A OCT7 30S \$1,700.00  
& SUN/1130A-1235A OCT21 30S \$1,700.00  
& SUN/1130A-1235A OCT28 30S \$1,700.00  
& SUN/1130A-1235A NOV4 30S \$1,700.00  
CMT: TIME CHG  
CMT: SPTS ARE BOOKED- THX JEN

CONTRACT TOTAL 106500.00  
TOTAL SPOTS 124